



DRAFT MEETING MINUTES
SEPTEMBER 19, 2012
3:30 P.M. ~ 5:30 P.M.
ANNE ARUNDEL COMMUNITY COLLEGE
ARNOLD, MD 21012

MEMBERS PRESENT

William G. "Bill" Robertson (Chair)
Ronald R. Peterson (Vice Chair)
Sam Abed
Frank Chaney
Adrian Chapman
Scott R. Jensen
Katherine Klausmeier
Martin G. Knott, Jr.
Susan W. Krebs
Elliot Lasson
Roy Layne
Bel Leong-Hong
Larry Letow
Dawn Lindsay
George Littrell, III
Fred D. Mason, Jr.
Irving McConnell
Luisa Montero
Stephen K. Neal
Stephen Pannill
Catherine Raggio

MEMBERS ABSENT

John M. Belcher
Ulysses Currie
Theodore "Ted" Dallas
B. Danny DeMarinis
Gino J. Gemignani, Jr.
Donna M. Gwin
Laurie Holden
Danette Howard
Sally Y. Jameson
Christian Johansson
Andrew B. Larson
Gloria G. Lawlah
Lillian Lowery
Gary D. Maynard
Marion W. Pines
Harold Stinger
Margaret A. Thomas

GUESTS

Clara Adams
Scott Adams
Bob Aydukovic
Amera Bilal
Cheryl Campbell
Peggy Daw
Molly Dugan
Diane Dwyer
Megan Ferguson
Maria Fisher
Ellen Flowers-Fields
Michelle Frazier
Rachel Gragg
Amy Fusting
Celina Shands Gradijan
Willis Gunther
Cindy Gurne
Patrick "PJ" Hogan
Leonard Howie, III
Barbara Kaufmann
Dean Kendall
Lauren Mari
Shannon McClellan
Andy Moser
Marsha Netus
Ileana O'Brien
Kathy Oliver
Sue Page
Romyche Pierre
Jim Rzepkowski
Raquel Samson
Eric Seleznow
Phyllis Snyder
Angela Thornton
Walt Townshend
Donni Turner
BP Webb
Liz Williams
Alice Wirth

GWIB STAFF

Lynn Reed
Darla J. Henson
Mary O'Connor

WELCOME AND INTRODUCTIONS

Mr. William “Bill” Robertson, Chair, Governor’s Workforce Investment Board (GWIB), called the meeting to order at 3:40 p.m., welcomed Board Members and guests and asked that Board members introduce themselves.

BOARD TRANSITIONS

Mr. Robertson introduced and welcomed the new President of Anne Arundel Community College, Dr. Dawn Lindsay, and mentioned that Dr. Lillian Lowery, who was represented by Ms. Kathy Oliver, was also a new Board member. The Board also gave a warm welcome to Mr. Leonard Howie, III, who will assume the position of Secretary of the Department of Labor, Licensing and Regulation (DLLR) in October 2012.

APPROVAL OF THE JUNE 20, 2012 GWIB BOARD MEETING MINUTES & CONSENT AGENDA

Mr. Robertson shared that a quorum was not yet present, and as a result the Board would be unable to adopt the June Board Meeting Minutes and Consent Agenda. He asked that the Board move on to the next agenda item – Workforce Investment Act Reauthorization and Appropriations presentation and discussion.

WORKFORCE INVESTMENT ACT (WIA) REAUTHORIZATION AND APPROPRIATIONS PRESENTATION/DISCUSSION

Mr. Robertson introduced Dr. Rachel Gragg, the Federal Policy Director for the National Skills Coalition. Dr. Gragg discussed the current political climate in Congress and the lack of progress made on budgetary and legislative issues related to WIA appropriations and reauthorization. She illuminated the consequences of sequestration, and stated that it appears lawmakers are inclined to allow the current law to go forward.

Dr. Gragg said that the news concerning current 2013 appropriations is no better. An \$18 million gap exists between the Senate and the House versions of the legislation. In terms of workforce issues, it appears that funding may be taken from workforce in order to protect the Race to the Top and the Affordable Care Act. WIA Reauthorization is caught in the funding debate, and the Board must continue voice its opinion to policy makers. A question and answer period followed. Ms. Lynn Reed, GWIB Executive Director, stated that talking points would be sent to Board members.

QUORUM PRESENT

APPROVAL OF THE JUNE 20, 2012 GWIB BOARD MEETING MINUTES

Discussion returned to previous agenda items, i.e., the minutes of the June 20, 2012, meeting and the items comprising the consent agenda. Mr. Robertson asked the members to review the minutes, and no changes were requested. A motion was made and seconded to approve the minutes. A voice vote approved the minutes as written.

APPROVAL OF THE CONSENT AGENDA

Mr. Robertson explained to the Board the items on the consent agenda in the packet, including updates on the Aerospace Industry Initiative, the Health Care Workforce Strategic Plan, and the final reports on HB 757 (Task Force on Funding Green Technology, Life Science and Health Information Technology Loan Assistance Repayment Programs) and HB 758 (Task force on Development of Educational Programs to Aid Unemployed State Residents). The Board approved the consent agenda as written.

PRESENTATION: THE FUTURE OF NURSING IN MARYLAND

Mr. Robertson introduced Ms. Phyllis Snyder, Vice President of the Council for Adult and Experiential Learning (CAEL), and Ms. Shannon McClellan, Chief of Staff at the University of Maryland School of Nursing. Ms. Snyder introduced the discussion on the importance of educational innovation and data in addressing the nursing shortage and collaboration between the CAEL and the School of Nursing to reach this goal. Ms. McClellan spoke to the Board about the 2010 Institute of Medicine Report (IOM), which points out the need for each state to collect health care workforce data. Maryland has not developed a central repository to house all this data. At the present time, we do not know the numbers of health care workers. This is a need that must be met in order to move forward to increase the number of health care primary care providers.

Ms. Snyder focused on innovative programs that have helped increase the number of nurses, both in Maryland and other states. She presented the five recommendations resulting from the February 2012 nursing forum, one of which is data collection. A questions and answer period followed concerning data collection. Both speakers spoke about creating a health care workforce data collection center, stating that other states have done this in a variety of ways, including through legislative mandate and collaboration agreements among state agencies. Mr. Robertson suggested that this Board take the lead in moving data collection forward in Maryland. There was agreement by the Board to endorse the exploration of a healthcare workforce data center. He entertained such a motion, which was seconded and approved. Ms. Reed will form a smaller workgroup to begin the process.

DEPARTMENT OF LABOR, LICENSING AND REGULATION (DLLR) UPDATES

JOBS NUMBERS UPDATE

Scott Jensen, the Interim Secretary of Labor, Licensing and Regulation, provided an update on the monthly job numbers, sharing that in July, Maryland added 800 new jobs; and that even though the State would prefer more robust growth, at least the number is increasing and not decreasing. Over the past year, State of Maryland has gained 22,600. GWIB Vice Chair asked Interim Secretary Jensen to comment on what is on the horizon in terms of the jobs numbers. Interim Secretary Jensen shared the actions of Congress will dictate how quickly Maryland will add new jobs.

SALISBURY DASHBOARD UPDATE

Interim Secretary Jensen demonstrated the recently unveiled Salisbury Workforce Dashboard. This interactive website provides a vast amount of workforce data in a graphic, user-friendly format, allowing the end-user to explore workforce supply and demand, statewide or county by county. He also explained how it is linked with the Maryland Workforce Exchange (MWE), and that it is tabbed by work, workforce, training and unemployment.

SECTOR STRATEGIES POLICY UPDATE

Interim Secretary Jensen briefly explained the renewed interest the State has in implementing a sector strategies initiative to explore the needs of employers in order to align the education and training with these needs. Convening employers in one industry, such as manufacturing, will encourage discussion and uncover the core skills needed by the industry. This information can then be used by the workforce and education systems to target those skills, using all the available resources. Interim Secretary Jensen expressed the need to secure funding to support a statewide sector strategies initiative. Discussion among Board members covered which sectors should be studied, what skill levels would be the focus, and how emerging trends will inform training. The Board was asked if it wished to go ahead with asking Governor O'Malley for funding for this initiative, and the Board vote was affirmative.

DIVISION OF WORKFORCE DEVELOPMENT & ADULT LEARNING UPDATE

CAREER PATHWAYS INSTITUTE UPDATE

Ellen Flowers-Fields, DLLR Deputy Assistant Secretary of the Division of Workforce Development and Adult Learning (DWDAL) gave two brief updates - Career Pathways and R.G. Steel. Deputy Assistant Secretary Flowers-Fields spoke about the recent Career Pathways Institute, which was attended by eight regional teams that would compete for funding. The teams heard from experts in the field and began developing career pathways plans at the Institute. Teams will revisit those plans this month during a follow-up meeting, and some will receive funding to implement these plans.

R.G. STEEL UPDATE

The R.G. Steel layoffs have affected 1,975 workers; 120 workers will be retained. The rest are now seeking employment. DWDAL has conducted several outreach events and over 1,000 former workers have attended. Health insurance coverage is their biggest concern, followed by housing, food assistance, emergency assistance and jobs.

BRANDING UPDATE

Ms. Flowers-Fields discussed the purpose of branding initiative, which is to help the community understand the important work being performed by the One-Stop Career System. She introduced Ms. Celina Shands Gradijan of Full Capacity Marketing, who shared with Board members that the purpose of the project is to build awareness for all the good that is done by the One-Stops. She said that, on the national level, the website *Workforce Investment Works* is doing the same thing. Three questions that need to be answered as a part of the effort were: what do we want to achieve, where we are now, and how do we get to our ideal. Just as in the private sector, the One-Stop System needs to build market awareness and position. Full Capacity Marketing conducted an employer survey, sent "secret shoppers" to One-Stops, interviewed local directors, reviewed local plans, and audited communications. There are many different strategies to determine the optimal branding; however, Full Capacity recommends the holding company method, with many different brands under the holding company umbrella (Proctor & Gamble is an example of this type of branding). Discussion on this idea took place. The real challenge, according to Ms. Gradijan, is persuading the local WIBs to endorse this idea. This is the next step in the branding plan.

Mr. Robertson said that Board approval is not being sought at this time, and that this presentation is just informational.

The next meeting will be December 12, 2012.

There being no other business, Mr. Robertson adjourned the meeting at 5:58 p.m.

(Signature)

(Date)